Primary Marketing Technologies

2859 Greggin Drive
Roanoke, Virginia 24012
(703) 342-9829

September 14, 1982

Mr. Vin Winer
Director of Special Promotions
Philip Morris
120 Park Avenue
New York, New York 10017

Dear Mr. Winer:

I appreciate this opportunity to present Primary Marketing Technologies' proposal for sponsorship of the message center display at the Charles Town Turf Club.

As per your request in our recent phone conversation, I am enclosing a blueline drawing of the proposed display. As you can see on the drawing, there are two back-lit advertising panels on each end of the message center. In addition to the ad panels, the sponsor would recieve eight individual messages on the lamp bank per racing program. The sponsor would recieve a non-competitive exclusive for a period of 60-months.

The total attendance last year was 861,376. According to Mr. Hudson, Vice President and General Manager, they have been experiencing an increase of 6% per year. Therefore, over a five-year period, you can expect to get repeated exposure of your ad panel and your eight advertising messages to each of the more than five million people who will attend the Charles Town Turf Club.

Sponsorship proposals have already been submitted to the following advertisers: The Wine Spectrum, Atlanta, Georgia; Wrangler Advertising, Greensboro, North Carolina; Inglenook Wine, Fairfax, Virginia; Coke, USA, Atlanta, Georgia; Schenley Distillery Company, N.Y.C.; Pepsi-cola, Baltimore, Maryland; and others.

The cost of full sponsorship of this program will be $52,500. Half sponsorship runs $26,250. Both are payable as follows: 20% upon signing the contract, 70% payable when the equipment is shipped, and the balance when the installation is completed.

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Source: https://www.industrydocuments.ucsf.edu/docs/xyvn0004

I trust this information is sufficient to enable you to reach a favorable decision on our proposal. I look forward to serving you, and if you have any questions, please call me at the above phone number.

Regards,

Charles McSwain

Enclosure (1)

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